

# SEACLIFF IMPROVEMENT ASSOCIATION

Quarterly Newsletter - Winter 2009

## Upcoming Events:

**June 6, 2009**

Join us for The Cement Ship Festival at Seacliff Beach. An all age event with music, crafts, educational booths and of course the Seacliff Improvement Association. A day of fun in the sun.... Plus it is right in your backyard. Sea you there!

**July 4th, 2009**

We know you already go to the World's Shortest Parade. Don't be left on the sidelines take a stroll down Soquel Dr with the Seacliff Improvement Association.

2008 was our 1st year in the parade come join the fun .... Put Seacliff Improvement Association on the map. Nothing to wear? We have Foggy Doggie Bandanas and Seacliff Sweat-shirts available for purchase which can be worn while you strut your stuff .

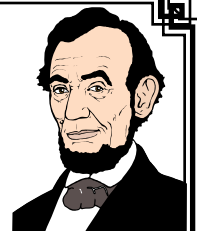
Contact Dianne Pereira at [dianne@lifesabeach.com](mailto:dianne@lifesabeach.com) or 831-457-4208

**October 24 , 2009**

The SIA Annual Banquet Dinner will be held at the Seascape Golf Course Clubhouse at 6PM. Save the date!.



## General Membership Meeting Tuesday Feb. 10, 2009



Our first General Membership Meeting of 2009 will be held at the Community Center of the Seacliff Highlands Affordable Housing Community – a location we can walk to! The address is 151

Canterbury Drive , adjacent to the building site of the new St. John's Episcopal Church. The Meeting will take place Wed., Feb. 10th from 7-8:30 p.m. All Seacliff residents and friends are welcome!

We will be introducing the SIA Board and Committee Chairs for 2009 and talk a little about the activities of your SIA. We will also be introducing Sgt. Robin Mitchell, of the Santa Cruz County Sheriff's Dept.. She has taken up the reins as the new Officer in Charge at the Aptos Service Station in the Rancho Del Mar shopping center. Please come and welcome her to Aptos and Seacliff!

Joe Schultz, SC County Parks Director will be visiting us as well, to speak about creating the Community Action Plan and Delegation of Responsibilities for Financing our new Seacliff park. In these difficult financial times, we will need all of the information and participation we can get to make our park a reality!

Psst... rumor has it there will be homemade goodies.

## Is Your Membership Current??

by Mary Gibbs, Membership Chair

Have you renewed your SIA Membership for 2009? If not, we would appreciate your doing so at this time. You may use the renewal application form on the last page of this newsletter. We have an exciting year planned and want to continue keeping you informed of local issues and events. If you have any questions, please feel free to contact me at 831/662-3495 or [megibbs1@sbc-global.net](mailto:megibbs1@sbc-global.net). Thank you!

# SIA President's Letter

By Mona Daniels

Happy New Year 2009! Seacliff Improvement Association is moving forward into 2009 with two important projects. Foremost are the plans for the new county park in Seacliff. On December 9, 2008 the Santa Cruz County Board of Supervisors approved the plans for our new park and we now await only the approval of the California Coastal Commission! For more information on this exciting project read Kate Minott's article on page 3. The topic of our next membership meeting is the new park and I look forward to meeting you there!

Another of our projects is the restoration of native plants and grasses to the Upper Bluff area of Seacliff State Park. Please check out Terry Winston's article on this restoration project on page 5. Seacliff Improvement Association is planting 3,000 baby native plants and grasses on February 7, 2009 and I hope you can join us. Children are welcome too!



Neighbors mingling before the dinner



Joe Schultz describing the plans for the new park

You can do something to improve Seacliff just by becoming a member of the Seacliff Improvement Association! If you're already a member invite your neighbors to join! A modest \$15 per year provides a postal mailed or e-mailed (color) quarterly newsletter with the news of the neighborhood. Scheduled events are listed in the newsletters as well as important local news briefs and community contact information.

All residents are encouraged to join and that includes tenants, absentee owners, and seasonal/weekend residents. Simply being a member secures your place as a pillar of the community!

The Seacliff Improvement Association continues to be involved and informed of the happenings of our community and we give you the scoop through our newsletter and occasional e-mail bulletins. It is important for all of us to stay informed and provide a voice for the Seacliff Community. Individual residents do not have the impact as does a well known and reputable group like the Seacliff Improvement Association. Joining is as easy as filling out the form on the back of this newsletter and mailing it in with a check for \$15.00! Welcome, and wishing you a great 2009!



Mary Edmund receiving her raffle prize from Dianne Pereira



Cristina James receiving her raffle prize

**Turning Park Passion into Financial Action**  
by Kate Minott, SC County Parks Commissioner

SC County Parks Director, Joe Schultz  
Tuesday, February 10, 2009  
7 pm,  
Seacliff Highlands Community Room

The Seacliff community has a proven history of successful protest and pro-active political action in persevering to carve out 1.25-acres for a neighborhood park at the corner of McGregor and Searidge Roads. Last Fall, the Board of Supervisors unanimously approved the draft Master Plan for the neighborhood park.

The next momentous and expensive step is to transform the park from a tufted, bare earth lot to the Master Plan reality of a tot-lot with a lawn area, walking paths, skateable art and a public bathroom.

Joe Schultz, Director of Santa Cruz County Parks, Recreation and Cultural Services will be the SIA guest lecturer at 7 pm on Tuesday, February 10 at the Seacliff Highlands Community Room (next door to the new St. John's church on Canterbury Drive. Director Schultz is taking the lead to embolden even the most shrinking violet amongst us how the Seacliff neighborhood can form a money-raising campaign to transform our only neighborhood park from shovel ready to reality. Be emboldened, be there to turn your park passion into financial action.



Zip up Seacliff Sweatshirts with hood available in white and blue in Unisex sizes S M L & XL for \$40. Some sizes are available in gray.

Seacliff Foggy Doggy Bandanas, small & large \$12

Seacliff Stickers \$3.00 each or 2 for \$5

Call Dianne Pereira 818-5939  
or Lou Wolfe 688-3918 to pick up your sweatshirt today.

## Welcome To Our New Members!

**We extend a warm welcome to:**

Gail Betz, Ann De Jesus-Riley, Patricia Emard, and John Wiechman, Nicole & Yves Gourvennec, Kim Kiefer, Eric Olsen, Jeannine Shanahan, and Andrew & Brynn Stewart

**We hope to see you at the General Meeting!**

### Yes, I Know, Seacliff Village Overhead Wires Are Still There By John Horvath

There's good news to report regarding the Seacliff Village wire undergrounding project, but I'll get to that later. Village wire undergrounding includes about fourteen poles along State Park Drive and the Alley behind Center Avenue. In the spring 2008 Newsletter I reported that ". . . the engineering of the trenching plan is going on now . . ." and that ". . . Actual cable burial will begin next fall if the funding does not get diverted." I also noted a small "issue" regarding ownership of the alley behind Center Avenue. So, when I saw work crews digging into State Park Drive I thought the utility undergrounding might be starting. I was wrong. This activity is for installation of new sixteen-inch water mains.

Then I saw a sign posted at the Seacliff State Park entrance. Maybe it was announcing the utility undergrounding. Nope, I was wrong again. The sign describes the upcoming sewer improvement project.

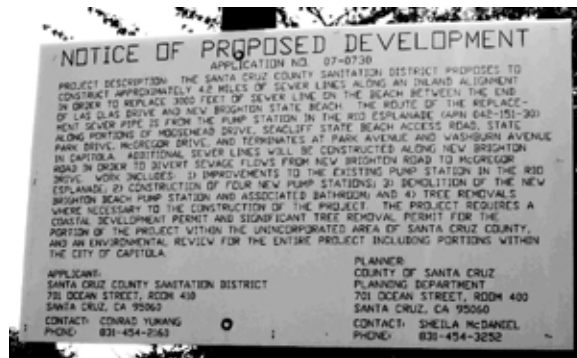


These are both important, and much appreciated, improvements for Seacliff. But, what about the wire undergrounding project? It turns out that the three utilities, PG&E, AT&T, and Comcast, are ready to move. All that's needed is agreement from the Center Avenue alley property owners.

Here's the good news I promised you. Santa Cruz County is working on the Center Avenue alley issue as we speak. Supervisor Ellen Pirie provided the following update: *"Real property staff is preparing paperwork to officially offer the (Center Avenue alley) property owners nominal values for access rights. They hope this process will be completed within two months (March '08). If there are property owners not willing to deal with the County,*

*then it will take longer. Also, a meeting was held last month (December '08) at Seacliff Inn and was attended by three property owners."*

So hang in there. The wheels of government may be turning slowly, but they are turning



## Upper Bluff Committee Report By Terry Winston, Chair

Seacliff Improvement Association continues the restoration of the Upper Bluff of Seacliff State Beach to California native plants and grasses with the hand planting our second "island" of approximately one-quarter acre of native plants and grasses on February 7, 2009 from 9:00 a.m. to 3:00 p.m.

The Seacliff Improvement Association is undertaking to restore this upper bluff area from 95% invasive weeds and plants to eventually about 80% California native plants and grasses. This task will take a number of years and will be accomplished by hand-planting "islands" of native plants and grasses and managing the invasive weeds that crop up in those areas. This method of restoration gives nature a helping hand as the "islands" of native plants and grasses manufacture their own native seeds and self-seed with the assistance of wind and birds and thus "naturally" increase the ratio of native plants to invasive plants throughout the upper bluff.

Why are California natives preferable to invasive plants? Native plants support for our native insect and butterfly populations which evolved in symbiotic relationship with these plants. The insects and native seeds support the native bird population. A community of these plants together creates a peaceful space to contemplate the loveliness of a field of native flowers and grasses ruffled by a breeze. And then there's the history aspect. We can show our children what California looked like before it was plowed and developed.

This second round of upper bluff planting at Seacliff State Beach is taking place February 7, 2009 from 9:00 a.m. to 3:00 p.m! We need you, your children and neighbors to help in this worthwhile effort! Please call Terry Winston at 685-3406 to sign up for all day or just a few hours.

We need a group of volunteers to make the plant hole in the ground with a long handled "plant dibbler" to plant the baby plant; volunteers to scatter the new plants in their small containers by the newly made hole, volunteers to hand-remove the plant from the container and drop it into it's new home packing dirt around the edges, and finally, at the end of the day, volunteers to carefully scatter weed suppressing bark around each new plant. There are 3,000 new plants to nestle in their new homes; we'll need 10 groups of 4 or 5 individuals. The California Conservation Corps has pledged as many volunteers as they can muster; about 20 individuals. Seacliff Improvement Association needs to provide an additional 20 to 30 volunteers.



Terry with State Park Ranger and school children on planting day Feb. 2007

Restoration of the upper bluff site of Seacliff State Beach has already benefited by many helping hands. The California State Parks have assisted by approving the plans and advising on the selection of native plants, grasses and methods of weed suppression. The Monterey Bay Aquarium Conservation Action Fund has provided \$6,000.00 in grand funds for the purchase of native plants and seed. The California Conservation Corps has been a stalwart partner by providing the volunteers to do the difficult task of clearing the area for our first "test plot," and planting it in February 2007, and will volunteer to help in the second planting of native plants on February 7, 2009! Of course, without the Seacliff Improvement Association volunteer effort there would be no project at all. Thank you to all the members and volunteers who have dedicated themselves to this project.

Please mark your calendars to remember this important date and to help participate. Please give me a call at 685-3406 and sign up, or just show-up at the upper bluff on the 7th! Looking forward to planting with you!

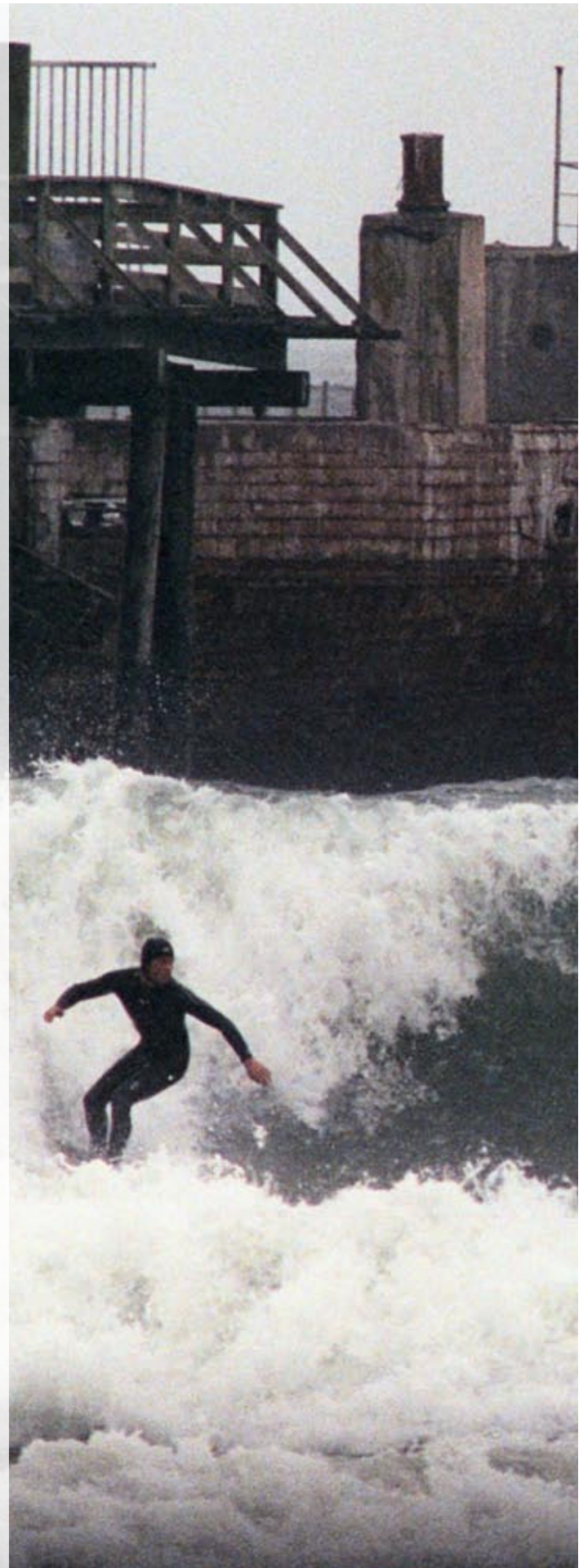


First Test Plot Spring 2007

**TREASURER'S REPORT  
"YEAR ENDED DECEMBER 31, 2008"**

By Lou Wolfe

Opening Checking Account Balance	\$3,786.33
<b>REVENUE:</b>	
Interest	44.06
Donations	865.00
Memberships	4,290.00
Sweat Jacket Sales	1,752.00
Flea Market Sales	2,627.30
<b>TOTAL</b>	<b>\$9,578.36</b>
<b>EXPENSES</b>	
Flea Market Expenses	995.77
Printing	1,173.47
Postage and PO Box	959.32
Liability Insurance	1,231.25
Miscellaneous Expenses	290.03
Annual Dinner Expenses	948.09
Awards Given	243.11
Mini Park Expenses	48.12
Sweqt Jackets Purchased	1,928.40
Other	1,500.00
<b>TOTAL</b>	<b>(\$9,317.56)</b>
Ending Checking Account Balance	\$4,047.13
Savings Balance @ 3.10% Mat: 2/09	\$14,311.13
<b>Total Cash on Hand</b>	<b>\$18,358.26</b>
<b>Monterey Bay Aquarium Foundation Grant Receivable</b>	
Bal Receivable (Prior Year)	\$331.10
Grant of 9/14/07	\$3,000.00
Deposit Paid for Plants	(1,500.00)
Grant Balance at 12/31/08	1,831.10
<b>Accounts Payable at 12/31/2008</b>	
County Parks Contribution	\$816.00
Other Accounts Payable	0
<b>Total Payable</b>	<b>\$816.00</b>



## Seacliff Improvement Association

2009 Directors	2009 Committee Chairs (Reps & Liaisons)
<b>President:</b> Ramona Daniels	<b>Annual Membership Dinner Co-Chairs:</b> Dave Boggini, Mona Daniels and Dianne Perreira
<b>Vice President:</b> Dianne Pereira	<b>Aptos Chamber of Commerce Liaison:</b> Steve Gibbs
<b>Secretary:</b> Kate Minott	<b>Beautification Award Chair</b> Niki Derby
<b>Treasurer:</b> Lou Wolfe	<b>Festival of the Cement Ship Coordinator:</b> Dianne Perreira
<b>Director:</b> Ken Dawes	<b>Membership Chair:</b> Mary Gibbs
<b>Director:</b> Bill Eaton	<b>Mini Park Garden Co-Chairs</b> Johanna Lighthill
<b>Director:</b> John Horvath	<b>SCCRTC Funding Task Force Representative:</b> Terry Winston
<b>Director:</b> Patty Norton	<b>Seacliff County Park Committee:</b> <b>Chair - Kate Minot</b>
<b>Director:</b> Andrew Stewart	<b>Upper Bluff Restoration &amp; Seacliff State Park Garden:</b> Terry Winston
<b>To Contact Directors or Committee Chairs</b> <b>e-mail: <a href="mailto:seacliffimprovement@yahoo.com">seacliffimprovement@yahoo.com</a></b>	<b>Flea Market Co-Chairs:</b> Mona Daniels, Bill Eaton, Steven Gibbs, and Deb Murray
	<b>Website Development and Maintenance:</b> Ken Dawes
	<b>Undergrounding Committee Chair:</b> John Horvath
	<b>Newsletter Editor:</b> Ken Dawes

### Community Contacts

Sheriff's Sub-Station Rancho Del Mar Center	Sergeant Robin Mitchell	662-0690
Abandoned Vehicle Program (vehicles abandoned on street over 72 hrs.)	Abandoned Vehicle Abatement Desk (need location, color, make, model & license plate)	454-3139
Aptos/LaSelva Fire District	Fire Chief, Tom Crosser	685-6690
Santa Cruz County Offices 701 Ocean St., Santa Cruz, 95060	2nd District Supervisor, Ellen Pirie	454-2200
California State Parks	Sector Superintendent, Pajaro Coast Sector - Kirk Lingenfelter Seacliff Supervising Ranger - Kevin Best (dogs off-leash, dead animals, etc.) Seacliff Park Maintenance Worker II - Jeffrey Long	429-2881 685-6442 475-0164
Aptos Chamber of Commerce	Executive Director, John Hibble Executive Director, Karen Hibble	688-1467
Graffiti Abatement Project	Sara Winterburn	427-0462

# Seacliff Improvement Association

## Membership/Renewal Application

Annual Dues are \$15.00 (January–December)

Name(s): \_\_\_\_\_

Seacliff Address: \_\_\_\_\_

Mailing Address if different: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail Address (for SIA alerts & notification): \_\_\_\_\_

Please send my Quarterly Newsletter by E-mail:

The SIA does not give out membership lists or phone numbers except to a fellow member for valid membership purposes agreed on by the SIA Board. However, if this policy does not provide sufficient privacy, please check either of the two choices following:

- Do not give out my address or phone number to any SIA member
- Consult me before giving out my address or phone number to any SIA member

Please sign me up to volunteer for:

- Annual Flea Market Donations/Setup/Sales
- Maintaining Gardens
- Event Planning & Setup
- SIA Communications Committee
- Seacliff Beach Upper Bluff Restoration
- Utilities Undergrounding Committee

Please include your check and mail to Seacliff Improvement Assoc., P.O. Box 533, Aptos, CA 95001

Seacliff Improvement Association  
PO Box 533  
Aptos, CA 95001-0533

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